

## ORDER



**Orders**  
**Order / Rev:** 719553 - 3  
**Alt Order #:** 06359357  
**Product Desc:** OBAMA SCHED C  
**Estimate:** 1897 C  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/01/12 / 11/02/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/29/12   | 11/04/12 | 27      | \$26,600.00  | \$22,610.00 |
| 11/05/12   | 11/11/12 | 15      | \$19,150.00  | \$16,277.50 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 42        | \$45,750.00        | \$38,887.50        | 0.00        |
| <b>Totals</b> | <b>42</b> | <b>\$45,750.00</b> | <b>\$38,887.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe        |              |              | Start Of Order - End Of Order | 100%    |

| Ln          | Ch        | Start             | End             | Inventory Code                               | Break             | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg        | Type        | Spots | Amount     |
|-------------|-----------|-------------------|-----------------|--|-------------------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|------------|
| 1           | WTSP      | 10/30/12          | 11/05/12        | Letterman<br>Late Night with David Letterman | CM                | 1135p-1237a           | MTWTF--         | :30           | 4     | \$700.00              | P-3 | 0.00       | NM          | 4     | \$2,800.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              | <u>Spots/Week</u> |                       | <u>Rate</u>     | <u>Rating</u> |       |                       |     |            |             |       |            |
| Week:       |           | 10/30/12          | 11/05/12        | MTWTF--                                      | 4                 |                       | \$700.00        | 0.00          |       |                       |     |            |             |       |            |
| 2           | WTSP      | 10/30/12          | 11/05/12        | Price Is Right<br>Price Is Right             | CM                | 11a-12p               | MTWTF--         | :30           | 3     | \$900.00              | P-3 | 0.00       | NM          | 0     | \$0.00     |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              | <u>Spots/Week</u> |                       | <u>Rate</u>     | <u>Rating</u> |       |                       |     |            |             |       |            |
| Week:       |           | 10/30/12          | 11/05/12        | MTWTF--                                      | 3                 |                       | \$900.00        | 0.00          |       |                       |     |            |             |       |            |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                           |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 1           | WTSP      | 10/30/12-11/05/12 |                 | Price Is Right<br>Credited                   |                   | 11a-12p               | MTWThF----      | :30           |       | <del>(\$900.00)</del> |     | 0.00       | NM          |       |            |
| 2           | WTSP      | 10/30/12-11/05/12 |                 | Price Is Right<br>Credited                   |                   | 11a-12p               | MTWThF----      | :30           |       | <del>(\$900.00)</del> |     | 0.00       | NM          |       |            |
| 3           | WTSP      | 10/30/12-11/05/12 |                 | Price Is Right<br>Credited                   |                   | 11a-12p               | MTWThF----      | :30           |       | <del>(\$900.00)</del> |     | 0.00       | NM          |       |            |
| 3           | WTSP      | 10/30/12          | 11/05/12        | Y&R<br>Young and the Restless                | CM                | 1230-130p             | MTWTF--         | :30           | 3     | \$1,100.00            | P-3 | 0.00       | NM          | 3     | \$3,300.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              | <u>Spots/Week</u> |                       | <u>Rate</u>     | <u>Rating</u> |       |                       |     |            |             |       |            |
| Week:       |           | 10/30/12          | 11/05/12        | MTWTF--                                      | 3                 |                       | \$1,100.00      | 0.00          |       |                       |     |            |             |       |            |
| 4           | WTSP      | 10/30/12          | 11/05/12        | M-F 12-1230p<br>10 News @ Noon               | CM                | 12-1230p              | MTWTF--         | :30           | 5     | \$900.00              | P-3 | 0.00       | NM          | 5     | \$4,500.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              | <u>Spots/Week</u> |                       | <u>Rate</u>     | <u>Rating</u> |       |                       |     |            |             |       |            |
| Week:       |           | 10/30/12          | 11/05/12        | MTWTF--                                      | 5                 |                       | \$900.00        | 0.00          |       |                       |     |            |             |       |            |
| E 5         | WTSP      | 10/30/12          | 11/05/12        |  | CM                | 130-2p                | MTWTF--         | :30           | 3     | \$1,100.00            | P-3 | 0.00       | NM          | 2     | \$2,200.00 |

Order / Rev: 719553 - 3  
 Alt Order #: 06359357  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1897 C

WTSP-TV

| Ln                        | Ch        | Start             | End             | Inventory Code                         | Break                 | Start/End Time            | Days            | Len           | Spots                   | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|---------------------------|-----------|-------------------|-----------------|--|-----------------------|---------------------------|-----------------|---------------|-------------------------|------------|-------------|------|------|-------|------------|
| B&B<br>Bold and Beautiful |           |                   |                 |  |                       |                           |                 |               |                         |            |             |      |      |       |            |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$1,100.00      |               | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>               | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                     | <u>Start/End Time</u> |                           | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 3                         | WTSP      | 10/30/12-11/05/12 |                 | B&B                                    | 130-2p                |                           | MTWThF----      | :30           | <del>(\$1,100.00)</del> | 0.00       | NM          |      |      |       |            |
| Credited                  |           |                   |                 |  |                       |                           |                 |               |                         |            |             |      |      |       |            |
| 6                         | WTSP      | 10/30/12          | 11/05/12        | M-F 4-5p<br>Dr. Phil                   | CM                    | 4-5p                      | MTWTF--         | :30           | 3                       | \$800.00   | P-3         | 0.00 | NM   | 3     | \$2,400.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$800.00        |               | 0.00                    |            |             |      |      |       |            |
| 7                         | WTSP      | 10/30/12          | 11/05/12        | M-F 5-530p<br>5-530p 10 News           | CM                    | 5-530p                    | MTWTF--         | :30           | 3                       | \$550.00   | P-3         | 0.00 | NM   | 3     | \$1,650.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$550.00        |               | 0.00                    |            |             |      |      |       |            |
| 8                         | WTSP      | 10/30/12          | 11/05/12        | CBS Evening News<br>CBS Evening News   | CM                    | 630-7p                    | M-W-F--         | :30           | 3                       | \$1,000.00 | P-3         | 0.00 | NM   | 3     | \$3,000.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | M-W-F--                                | 3                     |                           | \$1,000.00      |               | 0.00                    |            |             |      |      |       |            |
| 9                         | WTSP      | 10/30/12          | 11/05/12        | CBS This Morning<br>CBS This Morning   | CM                    | 7-9a<br>(7:00 AM-8:00 AM) | MTWTF--         | :30           | 3                       | \$400.00   | P-3         | 0.00 | NM   | 3     | \$1,200.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$400.00        |               | 0.00                    |            |             |      |      |       |            |
| 10                        | WTSP      | 10/30/12          | 11/05/12        | CBS This Morning<br>CBS This Morning   | CM                    | 7-9a<br>(8:00 AM-9:00 AM) | MTWTF--         | :30           | 3                       | \$400.00   | P-3         | 0.00 | NM   | 3     | \$1,200.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$400.00        |               | 0.00                    |            |             |      |      |       |            |
| 11                        | WTSP      | 10/30/12          | 11/05/12        | M-F 9-930a 10 News, 9a<br>10 News, 9am | CM                    | 9-9:30A                   | MTWTF--         | :30           | 3                       | \$200.00   | P-3         | 0.00 | NM   | 3     | \$600.00   |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/30/12          | 11/05/12        | MTWTF--                                | 3                     |                           | \$200.00        |               | 0.00                    |            |             |      |      |       |            |
| 12                        | WTSP      | 11/02/12          | 11/02/12        | Fri Prime C<br>Blue Bloods             | CM                    | Fri 10-11p                | ----F--         | :30           | 1                       | \$6,000.00 | P-3         | 0.00 | NM   | 0     | \$0.00     |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/29/12          | 11/04/12        | ----F--                                | 1                     |                           | \$6,000.00      |               | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>               | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                     | <u>Start/End Time</u> |                           | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1                         | WTSP      | 10/29/12-11/04/12 |                 | Fri Prime C                            | Fri 10-11p            |                           | ----F--         | :30           | <del>(\$6,000.00)</del> | 0.00       | NM          |      |      |       |            |
| Credited                  |           |                   |                 |  |                       |                           |                 |               |                         |            |             |      |      |       |            |
| 13                        | WTSP      | 11/02/12          | 11/02/12        | Fri Prime A<br>CSI: NY                 | CM                    | Fri 8-9p                  | ----F--         | :30           | 1                       | \$6,000.00 | P-3         | 0.00 | NM   | 1     | \$6,000.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/29/12          | 11/04/12        | ----F--                                | 1                     |                           | \$6,000.00      |               | 0.00                    |            |             |      |      |       |            |
| 14                        | WTSP      | 10/30/12          | 11/02/12        | CBS This Morning<br>CBS This Morning   | CM                    | 7-9a                      | -TWTF--         | :30           | 1                       | \$400.00   | P-3         | 0.00 | NM   | 1     | \$400.00   |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/29/12          | 11/04/12        | -TWTF--                                | 1                     |                           | \$400.00        |               | 0.00                    |            |             |      |      |       |            |
| 15                        | WTSP      | 11/04/12          | 11/04/12        | LN (Su)<br>Late News (Su)              | CM                    | Su 11-1135p               | -----S          | :30           | 1                       | \$1,800.00 | P-3         | 0.00 | NM   | 1     | \$1,800.00 |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 10/29/12          | 11/04/12        | -----S                                 | 1                     |                           | \$1,800.00      |               | 0.00                    |            |             |      |      |       |            |
| 16                        | WTSP      | 11/05/12          | 11/05/12        | Y&R<br>Young and the Restless          | CM                    | 1230-130p                 | M-----          | :30           | 1                       | \$1,100.00 | P-3         | 0.00 | NM   | 0     | \$0.00     |
|                           |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u>     |                           | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |       |            |
| Week:                     |           | 11/05/12          | 11/11/12        | M-----                                 | 1                     |                           | \$1,100.00      |               | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>               | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                     | <u>Start/End Time</u> |                           | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1                         | WTSP      | 11/05/12-11/11/12 |                 | Y&R                                    | 1230-130p             |                           | M-----          | :30           | <del>(\$1,100.00)</del> | 0.00       | NM          |      |      |       |            |
| Credited                  |           |                   |                 |  |                       |                           |                 |               |                         |            |             |      |      |       |            |
| 17                        | WTSP      | 11/05/12          | 11/05/12        | B&B<br>Bold and Beautiful              | CM                    | 130-2p                    | M-----          | :30           | 1                       | \$1,100.00 | P-3         | 0.00 | NM   | 0     | \$0.00     |

Order / Rev: 719553 - 3  
 Alt Order #: 06359357  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1897 C

WTSP-TV

| Ln          | Ch        | Start             | End             | Inventory Code                                  | Break | Start/End Time        | Days            | Len           | Spots | Rate                    | Pri | Rtg           | Type        | Spots | Amount      |
|-------------|-----------|-------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|-------------|
| 17          | WTSP      | 11/05/12          | 11/05/12        | B&B<br>Bold and Beautiful                       | CM    | 130-2p                | M-----          | :30           | 1     | \$1,100.00              | P-3 | 0.00          | NM          | 0     | \$0.00      |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 11/05/12          | 11/11/12        | M-----  |       | 1                     |                 |               |       | \$1,100.00              |     | 0.00          |             |       |             |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                              |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |             |
| 1           | WTSP      | 11/05/12-11/11/12 |                 | B&B   |       | 130-2p                | M-----          | :30           |       | <del>(\$1,100.00)</del> |     | 0.00          | NM          |       |             |
| Credited    |           |                   |                 |   |       |                       |                 |               |       |                         |     |               |             |       |             |
| 18          | WTSP      | 10/30/12          | 11/05/12        | Price Is Right<br>Price Is Right                | CM    | 11a-12p               | MTWTF--         | :30           | 1     | \$1,600.00              | P-2 | 0.00          | NM          | 1     | \$1,600.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 10/30/12          | 11/05/12        | MTWTF--   |       | 1                     |                 |               |       | \$1,600.00              |     | 0.00          |             |       |             |
| 19          | WTSP      | 10/30/12          | 11/05/12        | M-F 930-10a<br>Inside Edition                   | CM    | 930-10a               | MTWTF--         | :30           | 1     | \$200.00                | P-3 | 0.00          | NM          | 1     | \$200.00    |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 10/30/12          | 11/05/12        | MTWTF--   |       | 1                     |                 |               |       | \$200.00                |     | 0.00          |             |       |             |
| 20          | WTSP      | 11/05/12          | 11/05/12        | M-F CBS Soaps<br>Young & Restless/Bold & Beauti | CM    | M-F 1230-2p           | M-----          | :30           | 2     | \$1,400.00              | P-2 | 0.00          | NM          | 2     | \$2,800.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 11/05/12          | 11/11/12        | M-----  |       | 2                     |                 |               |       | \$1,400.00              |     | 0.00          |             |       |             |
| 21          | WTSP      | 11/05/12          | 11/05/12        | Mon Prime A<br>Met Mother/Partners              | CM    | Mon 8-9p              | M-----          | :30           | 1     | \$9,000.00              | P-3 | 0.00          | NM          | 1     | \$9,000.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 11/05/12          | 11/11/12        | M-----  |       | 1                     |                 |               |       | \$9,000.00              |     | 0.00          |             |       |             |
| N22         | WTSP      | 11/05/12          | 11/05/12        | M-F 530-6p<br>10 News at 530p                   | CM    | 530-6p                | M-----          | :30           | 2     | \$550.00                | P-3 | 0.00          | NM          | 2     | \$1,100.00  |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
|             | Week:     | 11/05/12          | 11/11/12        | M-----  |       | 2                     |                 |               |       | \$550.00                |     | 0.00          |             |       |             |
|             |           |                   |                 |   |       |                       |                 |               |       |                         |     |               | Totals      | 42    | \$45,750.00 |